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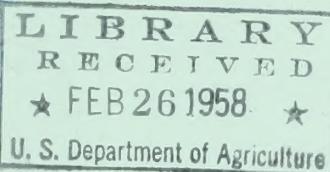
62

Vaughan's Seed Co.

85 WHITE STREET
NEW YORK 13, N. Y.



Feb. 15, 1958



BULK RATE
U. S. Postage
PAID
New York, N. Y.
Permit No. 15248

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BE MODERN!

Sell Modern Lawn Seed Mixtures

Recleaned Bird Seeds and Grain

See Pages 3 and 4 For Grasses, Clovers, Field Seeds and Lawn Mixtures

| | Per 100 lbs. | | Per 100 lbs. | | Per 100 lbs. |
|---|-----------------|---|-----------------|--|-----------------|
| SUNFLOWER | | MIXED BIRD SEED | | MISCELLANEOUS GRAINS | |
| Sunflower, Small Black | 11.50 | Mixed Canary Seed, containing: | | Seed Buckwheat | 7.50 |
| Sunflower, Poultry (Grey Striped) | 17.00 | Canary, Black Rape and Millet | 11.00 | Rice, Broken | 11.50 |
| Sunflower, Parrot (Grey Striped) | 19.00 | Canary and Black Rape Mixed... | 11.50 | Hulled Oats | 7.00 |
| Sunflower, Large (Grey Striped) | 21.50 | Love Bird Seed (for Parakeets)... | 10.00 | Flax, Whole | 12.00 |
| BIRD SEED | | OTHER BIRD FOOD INGREDIENTS | | Seed Rye | 5.00 |
| Canary Seed (re-cleaned) | 9.50 | Hemp, extra recleaned | | | |
| Rape, Large Black | 11.00 | (sterilized) | 19.00 | | |
| Millet, Large Yellow | 5.75 | Peas, Field | 9.00 | DURYEA'S WILD BIRD SEED | |
| Millet, Small Yellow Finch | 7.00 | Milo Maize | 4.50 | Contains All Bird Seeds - No Fillers or Screenings | |
| Millet, Large Red | 5.75 | Peanut Hearts | 12.50 | A—Packed in 100 lb. bags | 7.50 |
| Millet, White | 5.50 | | | B—Packed in 100 lb. bags | 8.00 |
| Thistle | 15.00 | | | (B includes 20 empty 5 lb. printed paper bags) | |
| | | | | When ordering Wild Bird Seed be sure to specify whether you desire A or B method of packing. | |

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKer 5-4555 or BArclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

February 15, 1958

Phone BArclay 7-4900

(1)

New York 13, N. Y.

NOW -

- 1- TWIST-O-GRIP
- 2- DIAL-A-FEED
- 3- CONSTANT FLOW
- 4- EVEN FEED

VAUGHAN'S NEW IMPROVED LAWN SPREADERS



18 INCH

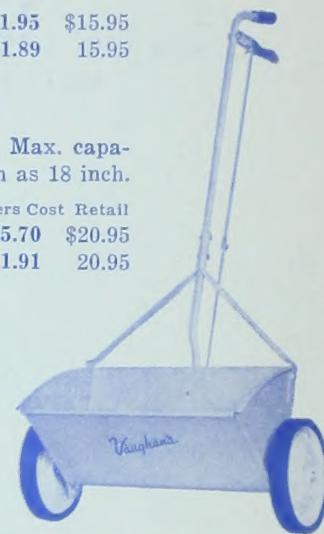
18 Inch. Modern precision application rate control, so you can cover up to 700 square feet of area with 1 lb. of merion blue. Shutter instantly locked, open or closed, by twist of grips. Far superior to all other spreaders. Plated agitator to resist acid corrosion and rust. Easily assembled. Sturdily built. Heavy rubber tires. Max. capacity, 50 lbs.

Scientifically and accurately spreads all fertilizers and lawn seeds. 18 inch and 24 inch available in two-tone colors. Pink, Blue and Yellow with Grey trim.

| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---------|--------|--------|---------|--------------|---------|
| S524 | 18 in. | 1 | 30 lbs. | \$11.95 | \$15.95 |
| | 18 in. | 3 | 90 lbs. | 31.89 | 15.95 |

24 Inch. Professional Model. Max. capacity 70 lbs. Same construction as 18 inch.

| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---------|--------|--------|----------|--------------|---------|
| S525 | 24 in. | 1 | 34 lbs. | \$15.70 | \$20.95 |
| | 24 in. | 3 | 102 lbs. | 41.91 | 20.95 |



16 INCH

16 Inch. Positive shutter opening and closing by means of grip-squeeze lever. Heavy gauge steel handle and welded hopper. Color Lavender only. Capacity 25 lbs.

| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---------|--------|--------|---------|--------------|---------|
| S523 | 16 in. | 1 | 13 lbs. | \$ 5.95 | \$ 7.95 |
| | 16 in. | 3 | 39 lbs. | 15.90 | 7.95 |

VAUGHAN'S NEW SPECIALTIES

VAUGHAN'S MERION BLUE GRASS SEEDER



New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH \$4.95
YOUR COST EACH \$3.30

VAUGHAN'S LAWNNOVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH \$4.95
CASE OF 4 \$11.88

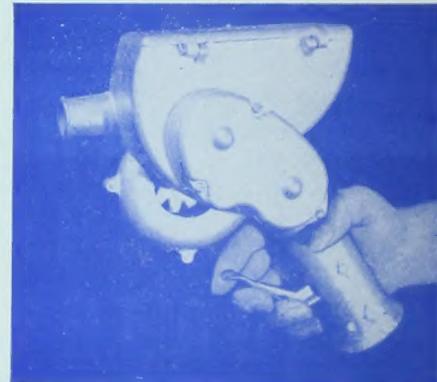
VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.

Cat. No. Size Packed Wt. Dealers Cost Retail
S304 8 oz. 12 12 lbs. \$25.20 \$ 3.50
6 lbs. 1 6 lbs. 14.85 24.75



VAUGHAN'S NEW PISTOL-GRIP DUSTER



At last we have found a Duster that will really do a thorough job and still leave one hand free. Our new Pistol-Grip Duster is right in economy, accuracy and ease of handling. Hold it like a pistol and when dusting pick your target and shoot away, your free hand can then be used to push outer branches aside permitting you to shoot the dust in the hard to get at places. Pistol-Grip Duster, equipped with a 3 finger trigger and agitator for ease of operation and non clogging steady flow.

RETAIL EACH \$7.85
YOUR COST EACH \$5.25

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

FEBRUARY 15, 1958

PHONE

WALKER 5-4555

BARCLAY 7-4900 Ext. 2

We quote today's values, subject to market changes, f.o.b. cars New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See pages 1 and 4 for additional grass and bird seeds.

RED CLOVER

| | Per 100 lbs. |
|--------------------|-----------------|
| Medium, purity 99% | 39.00 |
| Kenland | 42.00 |
| Pennscott | 42.00 |

ALSIKE CLOVER

| | |
|-------------------------|-------|
| Extra Fancy, purity 99% | 30.00 |
|-------------------------|-------|

ALFALFA

| | |
|------------------------------|-------|
| Northern, purity 99% | 37.00 |
| Grimm, purity 99% | 39.00 |
| Buffalo Alfalfa (certified) | 40.00 |
| Ranger Alfalfa (certified) | 37.50 |
| Atlantic Alfalfa (certified) | 40.00 |
| Du Puitts (certified) | 48.00 |
| Vernal (certified) | 55.00 |
| Narragansett (certified) | 68.00 |

WHITE CLOVER

| | |
|---------------------------------|-------------------|
| Purity 95% | 45.00 |
| Purity 98% | 48.00 |
| Packed in 1 lb. carton | \$8.40 per dozen. |
| Packed in 1/2 lb. bags | \$5.00 per dozen. |
| Ladino White Clover (certified) | 50.00 |
| New Zealand Cert. White Clover | 65.00 |
| Kent Wild White Clover | 110.00 |

OTHER CLOVERS

| | |
|--|-------|
| Sweet Clover | 16.00 |
| Birdfoot Trefoil | 85.00 |
| Inoculation for Clovers and Alfalfa 35c Bus. Size | |

TIMOTHY

| | |
|----------------------|-------|
| Fancy, purity 99.65% | 16.00 |
|----------------------|-------|

TIMOTHY & ALSIKE (mixed)

| | |
|-----------------------|-------|
| Containing 20% Alsike | 20.00 |
|-----------------------|-------|

REDDTOP

| | |
|------------------------|-------|
| Solid Seed, purity 92% | 35.00 |
| Solid Seed, purity 95% | 37.00 |
| Solid Seed, purity 98% | 40.00 |
| Unhulled, purity 50% | 20.00 |

BLUE GRASS

| | |
|--------------------------------------|--------|
| Kentucky, fancy, purity 85% | 54.00 |
| Kentucky, extra fancy, purity 90% | 59.00 |
| Kentucky, superfine, purity 98% | 68.00 |
| Canada Blue, fancy | 60.00 |
| Merion Kentucky Blue | 130.00 |

ROUGH BLUE GRASS

| | |
|---------------|-------|
| Poa Trivialis | 33.00 |
|---------------|-------|

RYE GRASSES

| | |
|---|-------|
| Domestic Ryegrass | 9.50 |
| Italian Ryegrass (Domestic) | 9.50 |
| Perennial or English Rye Grass in bulk | 11.00 |
| in 5 lb. bags | 15.00 |

BENT GRASSES

| | |
|---------------------------|---------|
| Astoria Colonial Bent | 60.00 |
| Colonial Bent Blue Tag | 65.00 |
| Seaside Bent | 120.00 |
| Highland Bent | 37.50 |
| Mixed Bent (South German) | 125.00 |
| Penncross Creeping Bent | \$35.00 |
| 10 lbs. | |

RED AND TALL FESCUES

| | |
|--------------------------------|-------|
| Chewing Fescue (Domestic) | 45.00 |
| Creeping Red Fescue (Domestic) | 46.00 |
| Creeping Red Fescue (Imported) | 41.00 |
| Illahie Creeping Red Fescue | 55.00 |
| Penn Lawn Fescue | 56.00 |
| F 74 Creeping Red | 55.00 |
| Penn State Chewing Fescue | 45.00 |
| Alta Tall Fescue | 17.00 |
| Kentucky 31 Tall Fescue | 17.00 |
| Hard Fescue Blue Tag | 65.00 |

HAY GRASSES

| | |
|-----------------------|-------|
| Meadow Fescue | 20.00 |
| Orchard Grass | 24.00 |
| Brome Grass (Lincoln) | 25.00 |

MISCELLANEOUS

| | |
|------------------------|-------|
| Dwarf Essex Rape | 13.50 |
| Hairy or Winter Vetch | 19.00 |
| Canada Field Peas | 9.00 |
| Sudan Grass (Piper) | 10.50 |
| Black Wilson Soy Beans | 7.50 |

MILLETS

| | |
|-----------|-------|
| Golden | 10.00 |
| Japanese | 8.00 |
| Hungarian | 12.00 |

MISCELLANEOUS GRAINS

| | |
|----------------|-------|
| Seed Buckwheat | 7.50 |
| Rice, Broken | 11.50 |
| Hulled Oats | 7.00 |
| Flax, Whole | 12.00 |
| Seed Rye | 5.00 |

LAWN MIXTURES

| | |
|--|----------|
| Quick Result Mixture | 100 lbs. |
| Composed of Quick Growing Grasses in bulk | 14.00 |
| in 5 lb. bags | 18.00 |

*COLUMBIA PARK

| | |
|---------|-------|
| in bulk | 20.00 |
| in bulk | 25.00 |

*GRAMERCY PARK

| | |
|---------|-------|
| in bulk | 45.00 |
| in bulk | 52.50 |

*DURYEA'S CENTRAL PARK CHOICE

| | |
|----------------|-------|
| in bulk | 57.50 |
| fancy, in bulk | 40.00 |

Athletic Mixture

| | |
|--|-------|
| in bulk | 52.00 |
| *Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of: | |

8.00 per 100 lbs. for 1 lb. bags
6.00 per 100 lbs. for 2 lb. bags
4.00 per 100 lbs. for 5 lb. bags

GRASS MIXTURES

| | |
|---------------------|-------|
| For Hay and Pasture | 32.00 |
|---------------------|-------|

INOCULATION

LEGUME-AID (Powder Form)

| | |
|---|----------|
| 1 bu. size Alfalfa and All Clovers and Trefoil | .35 each |
| 2 1/2 bush. | .70 each |
| 100 lb. size Peas and Vetch | .35 each |
| 2 bu. size Soy Beans | .26 each |
| Pkt. Birdsfoot Trefoil | .20 each |

ASK FOR PRICES ON:

LONG ISLAND MIXTURE

MEETS BASIC RECOMMENDATIONS of the L. I. AGRICULTURAL INSTITUTE

Packed in 5 lb. cotton bags and
100 lb. burlap bags

NEW JERSEY STANDARD MIXTURES

100 lb. burlap bags

Special Mixtures

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

Three Newest Grasses Developed by Research Now in VAUGHAN'S Master Blend® of Merion Formula

NOW, A MERION LAWN IS NOT ONLY BEST BUT COSTS LESS THAN SECOND BEST

An important change has come in the lawn seed market. A Merion lawn, to which researchers give top rating for beauty, vigor and wear resistance, is now available at less cost for the same area than the finest Kentucky Blue Grass mixtures. One pound of Vaughan's Merion Formula, retailing for \$1.89, will seed an area of 750 to 1,000 sq. ft. It would take 2 to 3 lbs. of a high grade Kentucky Blue Grass mixture at a higher total cost to sow an equal area.

Merion Grows Sports Turf for Champions.

Turf experts in charge of famous playing fields have learned this by experience. Chicago Cubs' park, the New York Yankees' stadium, Briggs' Stadium in Detroit and athletic fields at Purdue, Notre Dame, Michigan State and West Point are covered with its beautiful, enduring green carpet.

VAUGHAN'S STRAIGHT MERION KY. BLUE GRASS

Packed in attractive 1, 3 and 5 lb. sizes or bulk

| | | |
|-----------------------------|--------------------------|-------------------------|
| 1 lb. cartons | (Retails \$ 2.15) | \$ 35.00 per case of 25 |
| 3 lb. cartons | (Retails \$ 6.40) | \$ 65.76 per case of 16 |
| 5 lb. cartons or bags | (Retails \$ 10.50) | \$ 67.50 per bale of 10 |
| 10 lbs. \$13.30 | 25 lbs. \$33.00 | 100 lbs. \$130.00 |

ONE POUND WILL SOW 500 TO 750 SQ. FT.

OTHER Vaughan's MIXTURES FOR SPRING 1958

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.

VAUGHAN'S PARKS FORMULA

NOW CONTAINS DELTA BLUE GRASS THE NEW
BLUE GRASS DEVELOPED FOR SEEDLING VIGOR

| | | | |
|--------------------------|-------------------------|-------------------------|---------|
| 1 lb. cartons | (Retails \$ 1.30) | \$ 19.25 per case of 25 | |
| 3 lb. cartons | (Retails \$ 3.85) | \$ 36.00 per case of 16 | |
| 5 lb. bags | (Retails \$ 6.35) | \$ 36.50 per bale of 10 | |
| | Per 100 lbs. | | |
| 10 and 15 lb. bags | \$72.00 | 100 lb. lots | \$69.00 |
| 50 and 25 lb. bags | \$71.00 | 500 lb. lots | \$68.00 |

On Larger Lots Ask For Prices

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

Especially adapted for medium shade and sandy soils.

| | | | |
|--------------------------|-------------------------|-------------------------|---------|
| 1 lb. cartons | (Retails \$ 1.20) | \$ 17.75 per case of 25 | |
| 3 lb. cartons | (Retails \$ 3.55) | \$ 33.12 per case of 16 | |
| 5 lb. bags | (Retails \$ 5.85) | \$ 33.50 per bale of 10 | |
| | Per 100 lbs. | | |
| 10 and 15 lb. bags | \$66.00 | 100 lb. lots | \$63.00 |
| 50 and 25 lb. bags | \$65.00 | 500 lb. lots | \$62.00 |

On Larger Lots Ask For Prices

VAUGHAN'S DENSE SHADE FORMULA

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade.

| | | | |
|--------------------------|-------------------------|-------------------------|---------|
| 1 lb. cartons | (Retails \$ 1.20) | \$ 17.75 per case of 25 | |
| 3 lb. cartons | (Retails \$ 3.55) | \$ 33.12 per case of 16 | |
| 5 lb. bags | (Retails \$ 5.85) | \$ 33.50 per bale of 10 | |
| | Per 100 lbs. | | |
| 10 and 15 lb. bags | \$66.00 | 100 lb. lots | \$63.00 |
| 50 and 25 lb. bags | \$65.00 | 500 lb. lots | \$62.00 |

On Larger Lots Ask For Prices

ADVANTAGES OF A MIXTURE.

Wherever lawns are grown, grass seed mixtures have long been considered more certain than any single variety to produce a good lawn. This is because in any lawn area soil texture, drainage, shade and other factors are rarely uniform. The exact variations cannot be told in advance of sowing, so the practice arose of mixing several grasses, adapted to different conditions, to make sure that at least one of the group would thrive over every inch of the soil surface.

Delta Kentucky Blue Grass, developed by turf researchers in Canada, where seedling vigor and quick early growth are important because of their climate, provides a quick cover for the slower starting Merion.

Pennlawn Creeping Red Fescue, a hybrid developed at the Pennsylvania State University, thrives in sandy soil and shady places, where Merion might grow thinly. Thus a thick green carpet is assured over the entire lawn area, and experience has shown that the beautiful Merion color dominates the lawn.

VAUGHAN'S MASTER BLEND® OF MERION FORMULA

A great improvement has been made in this Merion mixture. Besides a million seeds of Merion Kentucky Blue Grass, it now contains two other new grasses—developed by scientific research—Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue.

Packed in Attractive Colored 1 lb., 3 lb. and 5 lb. Sizes

| | | |
|-----------------------------|-------------------------|-------------------------|
| 1 lb. cartons | (Retails \$ 1.89) | \$ 28.75 per case of 25 |
| 3 lb. cartons | (Retails \$ 5.60) | \$ 53.76 per case of 16 |
| 5 lb. cartons or bags | (Retails \$ 9.15) | \$ 55.00 per bale of 10 |
| 10 lbs. \$10.80 | 25 lbs. \$26.75 | 100 lbs. \$105.00 |

Display Signs Available to Help Sell Merion Blue Grass

VAUGHAN'S PRIVATE ESTATE

Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine bladed grasses.

| | Retail Prices | Dealer Price |
|----------------------|--------------------------------|--------------|
| 1 lb. \$ 1.55 | \$ 22.50 per case of 25 | |
| 3 lbs. 4.60 | 44.00 per case of 16 | |
| 5 lbs. 7.50 | 43.00 per bale of 10 | |
| 10 lbs. 14.50 | lots of 5 or more \$ 8.40 each | |
| 25 lbs. 35.50 | lots of 2 or more 20.50 each | |
| 100 lbs. 138.00 | \$78.00 per 100 lbs. | |

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. Consists of Chewings and Creeping Red Fescue, Kentucky Blue and Highland Bent. All of higher qualities than standards.

| | Retail Prices | Dealer Price |
|--------------------|--------------------------------|--------------|
| 1 lb. \$ 1.25 | \$17.75 per case of 25 | |
| 5 lbs. 6.00 | 33.50 per bale of 10 | |
| 25 lbs. 28.75 | lots of 2 or more \$15.50 each | |

VAUGHAN'S EXCEL LAWN MIXTURE

A GOOD MIXTURE FOR QUICK RESULTS

| | | |
|----------------------------|-------------------------|-------------------------|
| 1 lb. cartons | (Retails \$.80) | \$ 12.00 per case of 25 |
| 3 lb. cartons | (Retails \$ 2.35) | \$ 22.08 per case of 16 |
| 5 lb. bags | (Retails \$ 3.85) | \$ 22.00 per bale of 10 |
| 25 lb. bags—\$3.42 per lb. | 100 lbs.—\$40.00 | 500 lbs.—\$195.00 |

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

BE MODERN! Sell Modern Lawn Seed Mixtures

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKer 5-4555 or BARclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

FEBRUARY 15, 1958

Phone BARclay 7-4900

New York 13, N. Y.